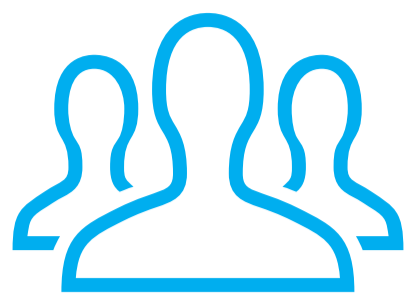


What's your employees' price?



Of employees would sell their company's data for the right price



Types of business data people are willing to sell:



Financial



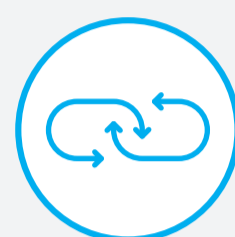
Product



Customer



Employee

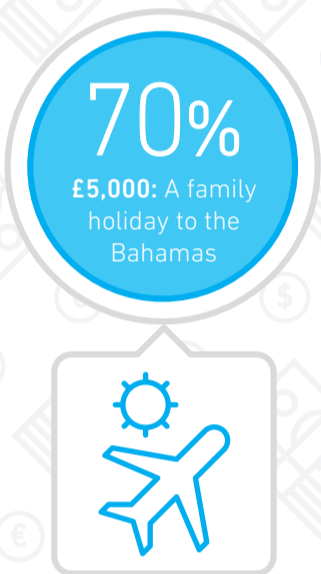


Supply chain



Transactional

Those willing to sell financial data would accept offers of

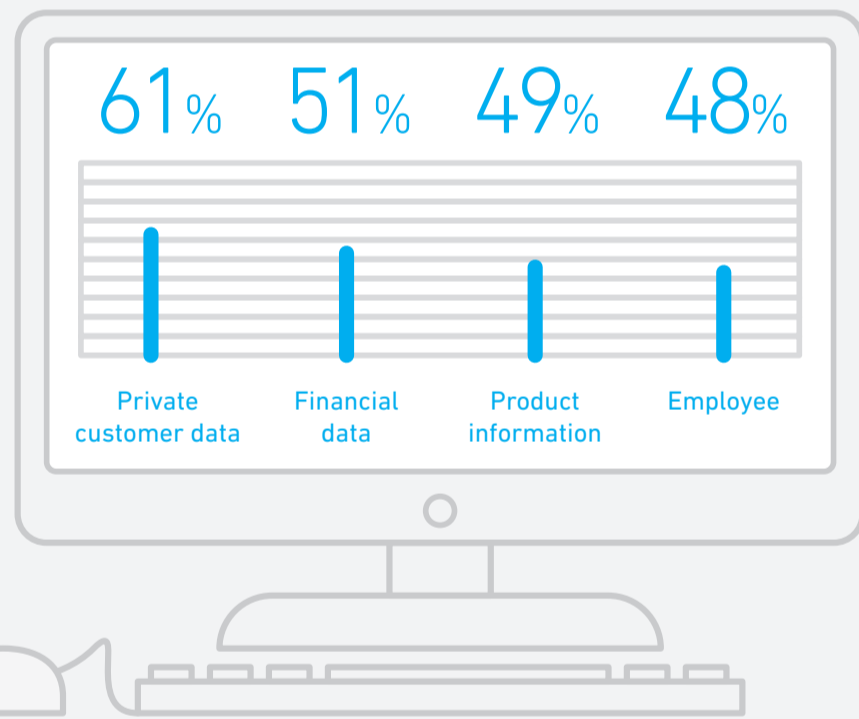


Reasons people might want your company data

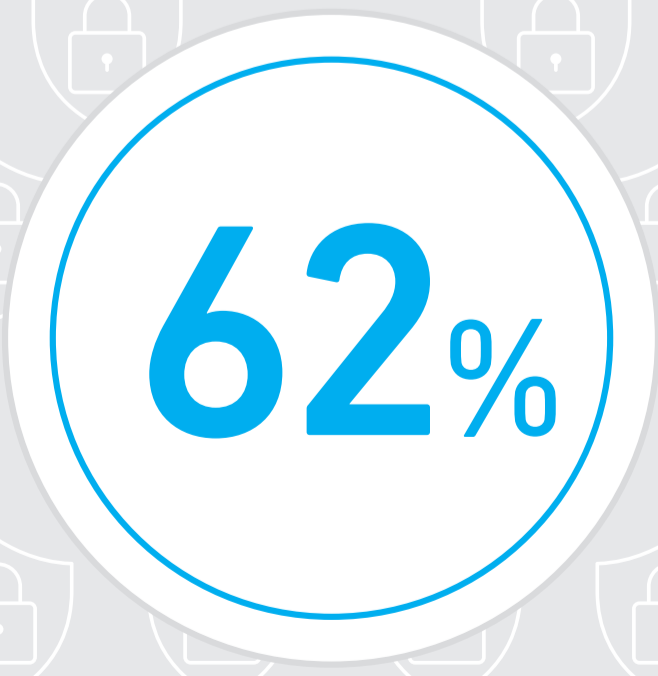
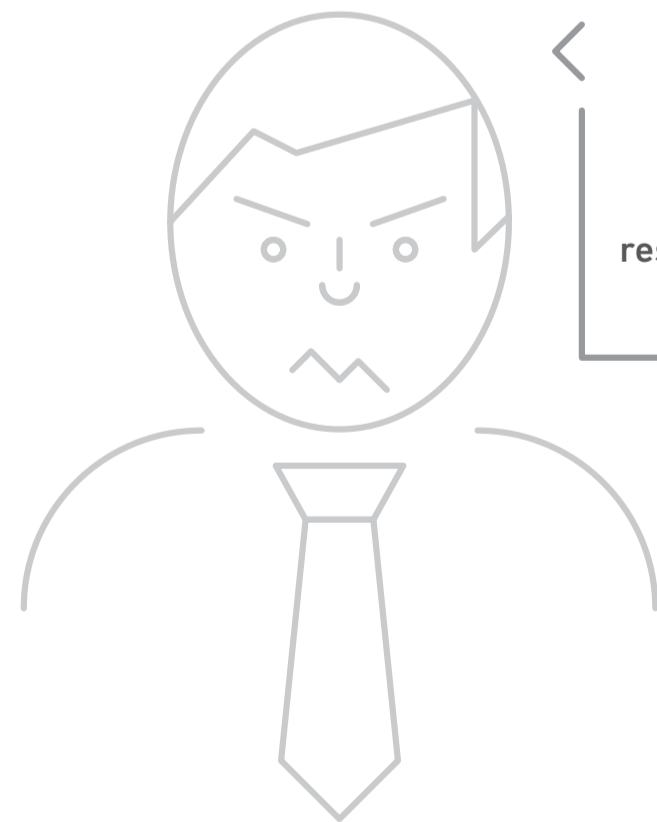
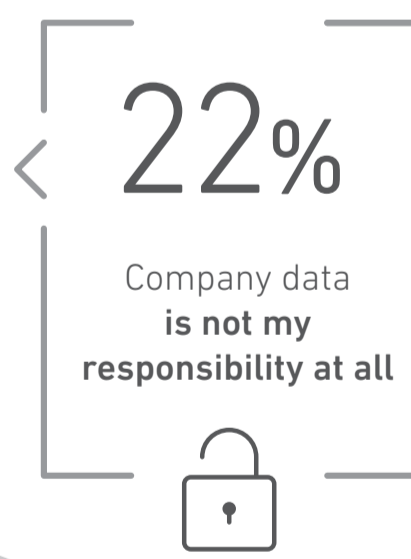
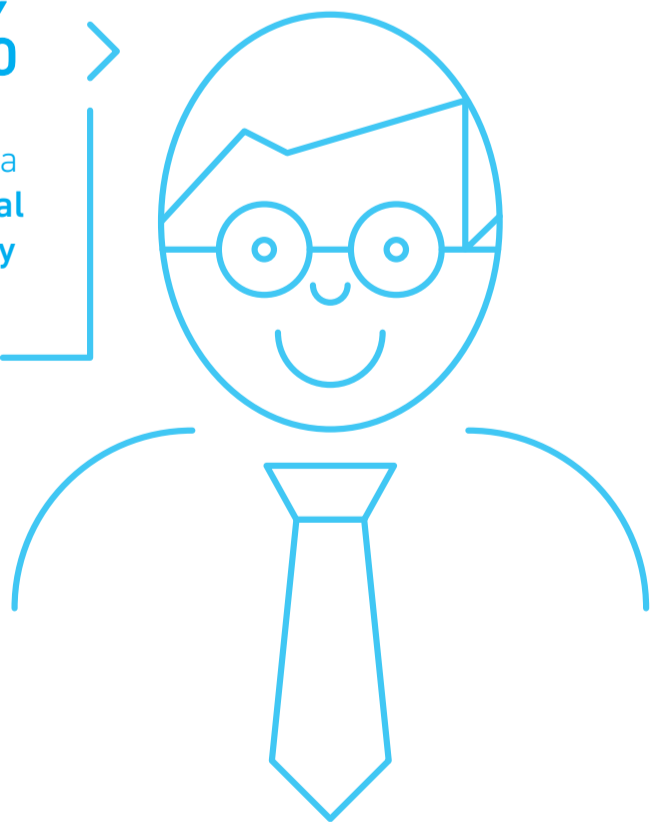
- Steal money from company bank account
- Blackmail senior employees
- Undercut on upcoming contracts
- Steal intellectual property
- Sell it to competitors
- Embarrass the company



% of employees with easy access to critical company data



Attitudes to data security



Information security professionals who think employees don't care enough about security to change behaviour